

PULSE

OCTOBER 2006

FULL-ON COLOUR

NEW FULL HD BRAVIA LCD TV



X-SERIES

SONY®

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PULSE



WELCOME TO PULSE EDITION 17

What a year 2006 has been so far! We have witnessed the launch of the world's first Blu-ray notebook – and Sony Australia's first Blu-ray product – the VAIO VGNAR18GP. This marks an enormous milestone for us as we continue our quest to deliver the greatest possible experience of High Definition (HD).

Speaking of High Definition, expect to see a lot of activity from us as we unveil a strong line-up of HD products in the coming months, including five BRAVIA models with full 1080 capability. Now that's FULL-ON!

Many of these cutting-edge HD products are featured in this issue of Pulse and will capture your imagination and allow you to see the full potential of HD. A highlight in the range is the first Handycam camcorders that use the AVCHD recording format, for a new level of detail in your home movies. Also joining Sony's HD stable is our first Blu-ray drive and Blu-ray disc media.

As part of Sony United's HD story, early next year, Australians will be able to get their hands on PLAYSTATION®3, the next-generation console that utilises Blu-ray technology to bring sharper, crisper gaming to life. Read more about PLAYSTATION®3 inside this edition – the first Pulse to include Sony Computer Entertainment products.

Aside from our HD range, we also have the perfect gift for under the Christmas tree this year. Our new sports Walkman – the S200 – plays the music that suits your exercise style, and with summer upon us it will get certainly get you out and about.

Over at Sony Pictures there is one word on everyone's lips – Bond. James Bond that is. With a new actor in the role, the next 007 instalment, *Casino Royale*, will bring a mix of new and old fans into cinemas this December. Expect to see the very best gadgets a spy can have!

On that note, I sincerely hope you fall in love with all the wonderful gadgets, gifts and exciting products we have for you inside Pulse. I wish you all a relaxing and enjoyable festive season.

Warm regards
Shusuke Oshima
Managing Director
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CONTENTS

GIFT GUIDE

Look no further for the perfect gift.

INSIDER

Behind the scenes of the latest 007 adventure, *Casino Royale*.

CUTTING EDGE

Welcome to the world of high definition.

SNAPSHOT

Tips on getting a top shot.

SOLUTIONS

We'll help you choose the Handycam to suit your lifestyle.

HOT RIGHT NOW

A new era in interactive entertainment.

MUSIC & MOVIES

Chill out this summer with the latest releases.

SONY FOUNDATION

Sony Foundation goes camping.

PLAYSTATION

PLAYSTATION®3	22
PlayStation®Portable	23
PlayStation®2	24

18

HOME ENTERTAINMENT

Bravia	38
Video	44
Audio	48

26

PERSONAL ENTERTAINMENT

MP3 Walkman	68
Notetakers	73
Headphones & Accessories	79

64

CAR ENTERTAINMENT

Receivers	92
Amplifiers	98
Speakers	100

86

COMPUTER

VAIO Laptops	112
Projectors	118
Drives	120

102

DIGITAL IMAGING

α Digital SLR	136
Cyber-shot	146
Handycam	156

122

MEDIA & BATTERIES

Memory Stick	175
Discs/Tapes	176
Batteries/Chargers	181

170

WARRANTY & CONTACTS

Extended Warranty	184
Contact Us	184

183

CASINO ROYALE

Come behind the scenes of the 21st James Bond adventure.

Casino Royale is based on Ian Fleming's novel first published in 1953. It was the first book in his James Bond series that the movies we all know and love are based on. Produced by Michael G. Wilson and Barbara Broccoli (his step-sister) who together also produced *GoldenEye*, *Casino Royale* introduces Daniel Craig as legendary secret agent, 007 James Bond, before he holds his license to kill. Bond is however elevated to "00" status after two assassinations in quick succession. The movie's makers have stuck pretty close to the original storyline but they have re-set the film in modern times.

"We have an opening sequence that is filmed in black and white, which is not to say this is old. It is just to say, 'go with us on this one. This is from the beginning,'" Craig said. On his first mission for Her Majesty's Secret Service, Bond must stop a Frenchman, Le Chiffre (Mads Mikkelsen), from funding the world's terrorists (interestingly it is worth noting that in the novel, Le Chiffre is a Soviet agent).

Bond's first 007 mission takes him to Madagascar where he is to spy on a terrorist, Mollaka (Sebastien Foucan). Not everything goes to plan and Bond decides to investigate, independently of MI6, in order to track down the rest of the terrorist cell. Following a lead to the Bahamas, he encounters Dimitrios (Simon Abkarian) and his girlfriend, Solange (Caterina Murino). He learns that Dimitrios is involved with Le Chiffre, banker to the world's terrorist organisations.

Secret Service intelligence reveals that Le Chiffre is planning to raise money in a high-stakes poker game in Montenegro at Le Casino Royale. MI6 assigns 007 to play against him, knowing that if Le Chiffre loses, it will destroy his organisation. M (Judi Dench) places Bond under the watchful eye of the beguiling Vesper Lund (Eva Green). At first skeptical of what value Vesper can provide, Bond's interest in her deepens as they brave danger and even torture together at the hands of Le Chiffre.

In Montenegro, Bond allies himself with Mathis (Giancarlo Giannini) MI6's local field agent, and Felix Leiter (Jeffrey Wright) who is representing the interests of the CIA. The marathon game proceeds with dirty tricks and violence, raising the stakes beyond blood money and reaching a terrifying climax

"As we wrap production on *Casino Royale* we couldn't be more excited about the direction the franchise is heading with Daniel Craig. Daniel has taken the origins of Ian Fleming's James Bond portraying, with emotional complexity, a darker and edgier 007," said Wilson and Broccoli. In cinemas December 7, 2006.

DO THE NUMBERS

DIE ANOTHER DAY (2002), was the highest grossing film in the franchise bringing in almost \$430 million in worldwide box office receipts.

THE WORLD IS NOT ENOUGH (1999) grossed \$353 million.

TOMORROW NEVER DIES (1997), grossed more than \$340 million around the world.

GOLDENEYE (1995) took in \$345 million.

WHO IS 007?

The enduring film franchise created by the late producer, Albert R. (Cubby) Broccoli, was launched in 1962 with *Dr. No* starring Sean Connery, who went on to play James Bond in *From Russia with Love*, *Goldfinger*, *Thunderball*, *You Only Live Twice* and *Diamonds are Forever*.

George Lazenby had one outing as 007, in *On Her Majesty's Secret Service*, before Roger Moore took over the role in *Live and Let Die*, *The Man with the Golden Gun*, *The Spy who Loved Me*, *Moonraker*, *For Your Eyes Only*, *Octopussy* and *A View to a Kill*. Timothy Dalton later inherited the role and played the famed spy in *The Living Daylights* and *Licence to Kill*.

The most recent James Bond was Pierce Brosnan, who starred in the global blockbusters *GoldenEye*, *Tomorrow Never Dies*, *The World is Not Enough* and *Die Another Day*.

For more info check out www.sonypictures.com

Clockwise from left: Daniel Craig is rough and ready as 007; Gangster's moll Caterina Murino cuddles up; Craig in the line of fire; Dame Judy Dench as 'M'; Mads Mikkelsen plays a high stakes game



Wish list

Pick the gift that's bound to delight your beloved and your budget.

save



The **Micro Vault 'Tiny'** is about the size of a paperclip and a great way to carry your files with you. Ranging from 512MB to 2GB it's available in three colours and comes with its own carry pouch. \$59.95-\$199.95

spend



The **S200** series Sport Walkman is designed for the serious athlete. It's trim (9.7cm height) and lightweight (25.5 grams) and made to withstand moisture. Set the stopwatch or pedometer to keep track of distances travelled, steps and even calories burned. \$240 (1GB) and \$299 (2GB)

splurge



The Cyber-shot **DSCT10** camera has Double Anti-Blur technology, High ISO Sensitivity and Super SteadyShot optical image stabilizer. Add 7.2 mega-pixels, 3x optical zoom plus battery power for 250 images from a single charge and you'll be sitting pretty (available in pink, white, silver or black). DSCT10, \$649



The E series MP3 player with FM tuner has remarkable battery stamina (up to 28 hours). These flash-based Walkmans have a USB for direct connection without cables and a three minute rapid charge for three hours playback. **NWE003F** \$158 (1GB), and **NWE005F** \$199 (2GB)



The new Bluetooth headphones allow you to listen to music and adjust the volume from the headphones. You can also answer your Bluetooth phone without even touching it. The ultimate hands-free and wire-free device. **DRBT20NX**, \$199 Available Jan 07



The **GPSCS1** for Cyber-shot and α cameras is an image tracking device that matches the date and time a shot was taken with GPS information of where you were in the world. You can then view your photographic history on a map with the supplied software. \$229



Get high quality prints at home with this compact printer. Use it standalone (with no PC) or via a USB connection from your PC. You'll be able to adjust or crop the images on the LCD before you print. **DPPFP55**, \$279



The S700 series delivers an impressive battery stamina of up to 50 hours that also incorporates Rapid Recharge technology. With colour organic EL display, it also features noise-cancelling technology built-in to give you more music enjoyment and less interference from surrounding noise. **NWS705F** \$369 (2GB), **NWS706F** \$439 (4GB)



Wherever you are and whatever you're doing, **PSP®** (PlayStation®Portable) lets you enjoy games, music, films, photos and the Internet* – all at the touch of a button. More than just a games machine, PSP is a portable entertainment system in the palm of your hand. *Wireless broadband access required. \$329.95



The Sony Ericsson Cyber-shot phone combines 3G functionality with superior Cyber-shot digital imaging. Featuring a 3.2 mega pixel camera with flash, the **K800i** is ready for any moment, anytime. BestPic™ technology, allows you to choose the best and bin the rest!



The DVD Handycam **DCRDVD755** captures your precious memories on the convenient format of DVD and records in surround sound. The touch-screen makes it easier to use, while the DVD format makes it easy to share memories with friends. Shoot, eject, play – simple! \$1199

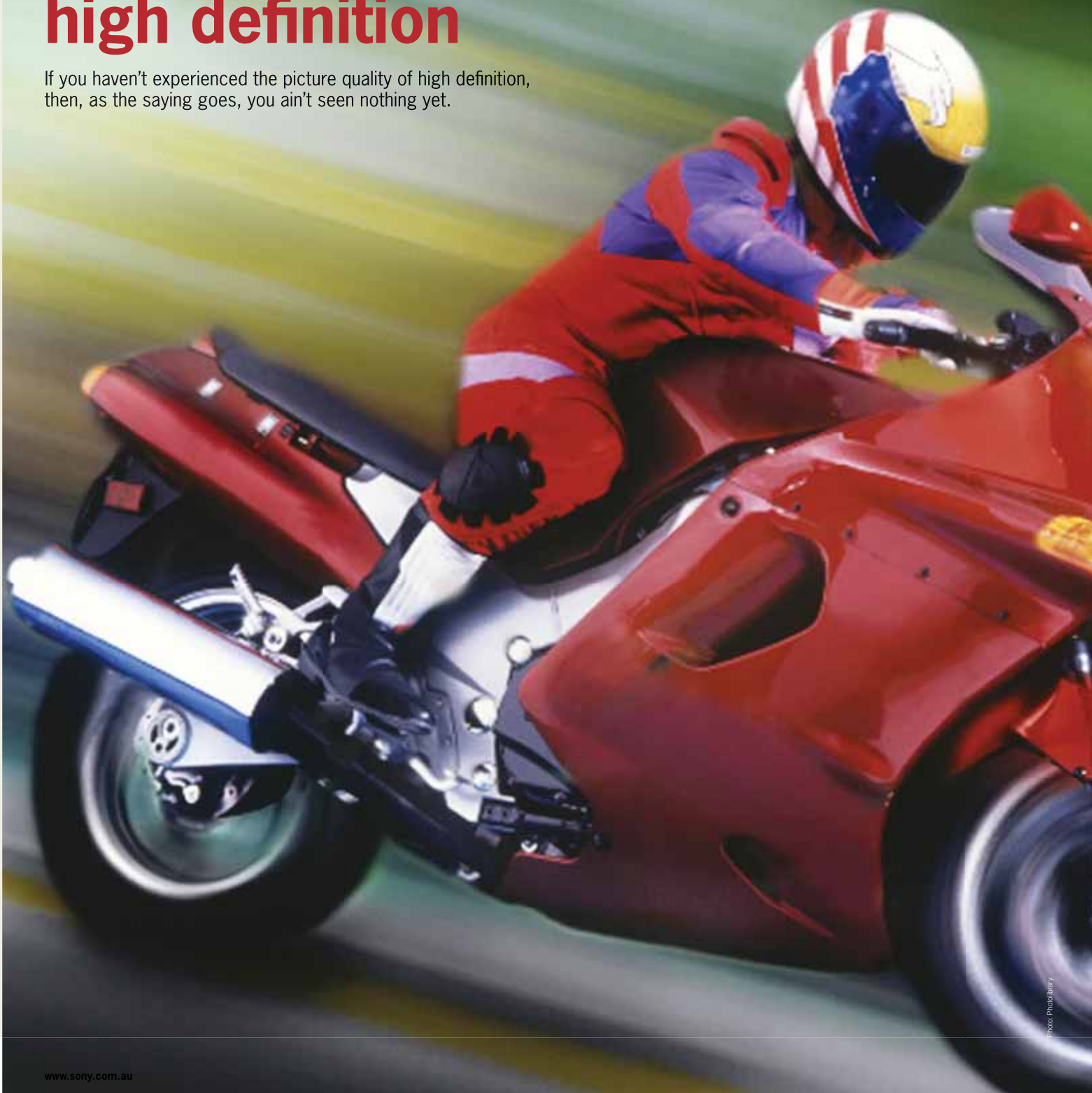


The smallest and lightest PC notebook in the world, the VAIO **VGNUX17GP** has an Intel Core Solo processor, Wireless LAN, Bluetooth, 30GB hard drive, 512 MB of Ram, Windows XP Professional, a QWERTY keyboard, fingerprint sensors, two cameras, USB and HDD shock protection. **VGNUX17GP**, \$2499

full throttle

high definition

If you haven't experienced the picture quality of high definition, then, as the saying goes, you ain't seen nothing yet.



There will come a time, in the not-too-distant future, when we'll all be scratching our heads and wondering how we ever stood watching Hollywood blockbusters, television and home movies in anything other than high definition.

But today, we are only just waking up to the glorious world of high definition entertainment. In fact, ask the average shopper what they know about high definition and, if you're lucky, you might get half an answer about better television pictures. You're just as likely, though, to get a blank stare.

The big-screen television is front and centre of the high definition universe. It is the centrepiece of the digital living room. But high definition isn't just about the picture quality of your television. High definition defines a revolution in entertainment. It is a concept that is spreading across Sony's latest generation of consumer products: from its wide range of BRAVIA TVs, Handycam video cameras and VAIO notebook computers to its Blu-ray burners/players and the Blu-ray equipped PLAYSTATION®3. "Your entire home entertainment experience – whether you're watching TV, a Hollywood movie, a home video you've shot and edited yourself or playing a video game – will be like nothing you've seen before," explains Sony's Technology Communications Manager, Paul Colley.

Getting started

The place to start is the television. The first thing you should know is all of Sony's BRAVIA range of TVs are high definition. So you can't go wrong. Your television will display pictures that are sharper, clearer and far more vibrant. The naked eye will tell you that much. The quality of the picture will knock your socks off. Pictures on your old TV set will flicker from some kind of TV Dark Ages, "where faces of people in the background were once blurry, they're now more sharply defined and recognisable," says Colley. "If you're watching fast motion, you'll make out people's features more easily. It'll also be easier to follow small objects, like a ball. It all comes down to more detail in the picture."

A high definition television (HDTV) can offer up to five times the picture resolution compared to DVD or the standard definition TV we are used to watching. But – and it's an important "but" – not all HDTVs are the same. And it's something worth being mindful of when buying one.

There are two basic kinds of HDTV picture. There's the HDTV picture with 720 lines running across the screen known as HD, and another known as Full HD that has 1080 lines. Without getting bogged down by technical explanation, the HDTV picture with 1080 lines obviously offers best quality. Sony's BRAVIA flat-panel S and V series



KS70R200

TVs and its 3LCD E Series all have native resolutions that are equal to or exceed 720 lines while its X Series and R Series have native resolutions of 1080 lines, which Sony calls Full-On Full HD so that consumers can easily identify these TVs. Also, one further note. TV's labelled as 'HD Ready' should always have a minimum resolution of 720 lines with HDMI and/or HD Component inputs. It is always worth checking if a TV labelled 'HD Ready' actually does meet these requirements as many flat panel displays don't.

The other important thing you should know is that HDTV has become more affordable, with prices for a 42" BRAVIA TV starting as low as \$1999. So all this talk about high definition isn't necessarily for consumers with deep pockets. The new range of BRAVIA TVs range from the 26" Bravia S Series through to the 70" Full HD SXRD (pictured above) for \$7999.

The full picture on HDTV

The television, however, is only the starting point of the HD world. The other side of the HD experience is high definition content. You can only appreciate the spellbinding quality of HD if what you're watching is in an HD format to begin with.

WHAT'S HD-READY?

A TV identified as 'HD Ready' should meet the following minimum requirements:

- A resolution of 720 lines or more
- HDMI and/or HD Component inputs

It is always worth checking if a TV labelled 'HD Ready' actually meets these requirements as many flat panel TV's don't.

The good news is that all Sony BRAVIA TV's meet or exceed these requirements so high definition will always look just as it was intended on a BRAVIA.

It is commonly recognised that all the major TV networks must broadcast in digital – what is commonly called digital television (DTV). But what is often not known is that each major TV network is obliged to broadcast at least 20 hours of HDTV content a week (although most broadcast more). If you want to know what shows are broadcast in HD they are listed on Digital Broadcasting Australia's website (www.dba.org.au).

"If you want to watch a program, be it sport, current affairs or drama, in HD," explains Colley, "the TV broadcast has to be in high definition, the set-top box or built-in tuner must be high definition and the TV must have a resolution that can display high definition (720 lines minimum). Many flat panel TV's simply don't have a suitable resolution screen to see the benefit of HD pictures."

While all Sony BRAVIA TVs have a resolution suitable for HD (720 lines minimum), the new X Series and SXRD models can boast Full HD resolutions of 1080 lines. As well, the new BRAVIA V and X Series have HD digital tuners built in so there's no need for a separate set top box.

It is also now possible to record programs in HD. Earlier this year, Sony released a couple of digital video recorders (DVRs) that can record, in HD, programs that are broadcast in HD.

SVRHD900



(SVRHD900, pictured below left, with a 250GB hard drive for \$1499 and SVRHD700 with 160GB for \$1299). The recorders also feature twin tuners. This means you can record two separate HD programs at the same time or watch one HD program while recording another. Of course they can also record programs that were broadcast in standard definition as well.

The Full-On HD experience

Digital Television is not the only source of HD content. There are others, which Sony is perfectly placed to take advantage of.

The movie studios will be releasing HD versions of its blockbuster titles. Sony, for instance, plans to put out an HD version of *The Da Vinci Code*. From there, it won't be long before there's a steady stream of titles available in HD.

Films such as these will rely on a new video disc format called Blu-ray, which supports high definition. Blu-ray discs can hold up to five times (50GB) what a traditional DVD can. It is this extra capacity that allows movie studios to fit an entire HD movie onto a single disc.

"However, we must not forget that the screen is not where the HD experience ends. Sure the high definition pictures will blow you away," says Colley, "but sound is 50 percent of the movie experience and there's no place where this is more important than when you're listening to a blockbuster with thumping, earth-shattering sound effects. HD is not just the screen, it's the whole package. Sony offers numerous home

WHAT IS BLU-RAY?

With an appearance similar to that of a DVD or CD, Blu-ray is the next-generation video disc format, developed jointly by Sony and other leading consumer electronic, computer and content providers.

Blu-ray was created to record, playback and burn-to-disc high definition (HD) video. One Blu-ray disc can hold up to five times that of a traditional red-laser DVD, or up to 50GB on a dual-layer disc, because the greater precision of the blue-violet laser allows more data to be stored in less space. This allows an entire HD movie, such as *The Da Vinci Code*, to fit on a single disc.

Sony is releasing a range of Blu-ray players and burners, and will also equip its new PLAYSTATION®3 console with Blu-ray. The format has the support of more than 170 allied companies worldwide, including the world's biggest computer manufacturers and electronics makers plus the major Hollywood movie studios. It will equip us for the next generation of home entertainment.



VG-NAR18GP



PLAYSTATION®3



Go to the movies – at home

For a true high definition (HD) experience, sound is just as important as picture quality. To get this, you will need more than just a BRAVIA TV. Here are a couple of suggestions to turn your BRAVIA TV into a BRAVIA Theatre.

DAVDZ820KW WIRELESS DVD HOME THEATRE, \$1199

This all-in-one system (pictured bottom left) features a DVD player with a built-in S-Master Digital Amplifier and wireless surround speakers (S-DIAT), which do away with the need for ugly speaker cables trailing across the floor. Importantly, the home theatre has a High Definition Multimedia Interface (HDMI). What that means is you only need a single cable to connect it to your BRAVIA TV or any other HDMI equipped TV. Additionally, because HDMI uses digital transmission the quality will not be prone to interference like it is with traditional cables.

DAVFXG9K HOME THEATRE, \$1399

This home theatre system lets you set up different types of speaker formations to suit various room layouts and dimensions. This is great if you want to have all the speakers at the front of the room or if the room is oddly shaped.

This system also features HDMI capability as well as S-Force technology, which produces a surround sound environment (five speakers and subwoofer) from just two speakers and a subwoofer.



DAVDZ820KW



HDRSR1

theatre packages ideally suited to the HD experience. These transform your BRAVIA TV into a BRAVIA Theatre."

HD isn't something purely the domain of professionals either. It's also now possible to produce your own HD content. Sony now has five high definition Handycam models available – such as the new HDRSR1 (pictured right) – that let you shoot your own movies in high definition onto hard disk using a new format (AVCHD) for capturing HD video, up to 1080 lines, by more efficiently compressing images. "The detail is just brilliant, the picture is so clear, it's like looking at your memories through a window," says Colley.

Many of Sony's range of VAIO notebooks also have the capability to edit HD footage transferred from the

camcorders. The finished movie can then be watched on the computer or through a BRAVIA HD screen. Sony also has a VAIO notebook equipped with Blu-ray. The VGNAR18GP, \$5499 (pictured left). With this VAIO, you can burn your home movie onto a Blu-ray disc, which can be played back on the VAIO, a Blu-ray player or the soon to be released PLAYSTATION®3. Memories shared with family and friends will come alive like never before. In HD, it's the closest you'll come to reliving the moment. "The world of entertainment never looked so full on with colour, so full on with possibility, so full on with detail," says Colley.

Getting a great shot

10 tips for top shots, every time.



Whether you're using a 'point and shoot' camera, like a fabulously compact Sony Cyber-shot, or a larger camera like Sony's new α digital SLR, there are some simple things you can do to dramatically improve your shots. Brent Williams, a professional photographer, shares his top tips.

01> People

If you're shooting people, focus on the eyes, it doesn't matter so much if the other elements are slightly out of focus. Whether you're shooting a person or group, make sure lighting is even across the face.

02> Rules

Apply the rule of thirds. This is the compositional rule that the main subject of the photo should not be perfectly centred, but should be offset by roughly a third. The main subject should align to an edge or corner of the centre square. This creates a visually appealing photo that has balance and energy.

03> Angles

Try turning the camera on its side for a portrait shot – varying the orientation of a shot can dramatically improve the photo's impact.

04> Settings

Generally speaking, keep the ISO sensitivity down as low as possible to maximise image quality, although when using the tele end of the zoom range, a higher ISO setting may be useful in combination with Super SteadyShot in avoiding blurry images.

05> Horizons

Use 'horizons' to prevent camera tilt. That can be the actual horizon or a ceiling line, they can indicate undesirable camera tilt. This can sometimes be trickier than it sounds. If you're taking a picture at an angle to your horizon, the camera's perspective will make the horizon appear to slope. It's also a good idea to check vertical lines, such as door frames, to avoid tilt.

06> Lighting

At parties or in dark rooms, do some practice shooting to get lighting levels right. It's common for people to get overexposed because of the flash – a problem that's very difficult to correct later with software. If your subjects are getting overexposed, lower the flash level through the camera's menu or put a little bit of tissue paper over the flash to tone it down. As a rule, it's better to underexpose than overexpose.

Underexposure can often be corrected by software. Outside, it's often better to shoot in the shade than in direct sunlight.

07> Composition

While the LCD is a good tool for general composition, use the optical viewfinder (if your camera has one) to engage the subject more easily. With the optical viewfinder you see the subject with no delay and in higher resolution, so the camera becomes an extension of yourself and you're able to engage with the subject more easily. Even with the latest LCD screen technology, the resolution on the LCD never matches the clarity of seeing something through the optical viewfinder with your own eye.

08> Memory

Get a big memory card and go berserk with the number of shots that you take, don't just take one shot. Shoot off three or four very quick shots, which gives you the chance to skip any pictures with closed eyes, wacky half-smiles and other common flaws.

09> Position

Don't feel intimidated about asking people to change position. Be a director! A fun part of the process is getting people to do things for the photo. Move people around to get rid of distracting background elements. You can also do a little post-production cropping with software too, if something doesn't add to the photo, take it out! Make sure when cropping that you keep the photo's original aspect ratio (approximately), so that the photo doesn't become too wide or too thin.

10> Balance

If there's one accessory that will improve your photography, it's a tripod. It eliminates blurry photos completely and allows you to use longer exposure times. Even if a tripod is not available, try and steady your hands by resting your elbows on your knees or any available surface.

Check out examples of Brett's work at www.creativepix.net



A100

Digital SLRs

With the launch of its α brand, Sony has a new range of digital SLR cameras. The advantages of digital SLRs are much the same as film SLRs – you get through-the-lens viewfinding. Sony's DSLR α cameras use a mount system based on the Konica Minolta (KM) lens mount system for attaching compatible KM and new Sony lenses. Single-lens reflex (SLR) cameras have been popular in the film world for decades. An SLR gives the photographer the capacity to see exactly what the photo will look like before taking the shot. SLR cameras are also more likely to have switchable lenses, making them the perfect choice for professional photographers and serious amateurs alike.

The α cameras complement the compact Sony Cyber-shot range. The Cyber-shot models take great photos, with resolutions of up to 10 mega pixels, and they're the kind of camera you can carry with you everywhere you go. The α DSLR, however, gives you the capacity to engage the subject in ways that only an SLR can.

Sony has designed the α to make it easy for point and shooters to make the move to a digital SLR. A host of automatic settings makes those first few shots with the new style of camera easy. These automatic functions can be progressively turned off as the user becomes more comfortable with the camera settings. It also has advanced features like Sony's sensor-based Super SteadyShot, which builds anti-shake technology into the camera's body; and a special anti-dust vibration technology that reduces the risk of dust attaching to the image sensor and ruining a good photo. There's also the Eye-Start Autofocus system, which starts the autofocus as soon as you bring your eye to the viewfinder.

loading...

maximum entertainment

The launch of PLAYSTATION®3 marks the beginning of a new era in interactive entertainment.

The highly anticipated next-generation PLAYSTATION®3 from Sony takes its popular gaming console to a whole new level – new superior levels of graphics, colour, detail and gameplay. All thanks to an onboard advanced computer system, featuring the powerful CELL processor, high definition (HD) capability and the adoption of the next-generation storage and movie playback format, Blu-ray disc.

“With PLAYSTATION®3, you get a full on experience, full high definition, full surround sound and truly immersive gameplay,” says Sony Computer Entertainment Australia’s (SCE Aust.) Hardware Product Manager, Scott Saxton. “Expect sharper, more brilliant pictures than ever before within a slicker, more responsive and realistic gaming environment.” But vitally, PLAYSTATION®3 builds on the rich, interactive 3D gaming environment already established by its hugely popular predecessor, PlayStation®2 (PS2). It pushes the notion of interactive play further.

Where PS2 started out as a more traditional games console, PLAYSTATION®3 has evolved into something that’s very much an entertainment hub. It’s a next-generation video player, incorporating the new Blu-ray video format, which lets you play HD movies in all the glory of Full-On HD (1080p resolution), as well as traditional DVDs. It’s both a digital jukebox and CD player for your music collection. It’s a digital photo album. As well, with its internet browser capability, it’s a window onto online communities of gamers and friends.

“With games such as Buzz, EyeToy and SingStar, we began to see people embrace the true meaning of interactive entertainment,” says Saxton. “A PlayStation experience was emerging as more than a gaming experience. It was about being entertained. And it shifted the PS2 from the bedroom to the family living room. PLAYSTATION®3 builds on that.”

Gaming, though, remains the cornerstone of the PLAYSTATION®3. Sony Computer Entertainment has, to date, announced a list of launch period titles. These include: Eye of Judgement, Formula One™ Championship Edition, Heavenly Sword, MotorStorm, Resistance: Fall of Man, SingStar and Warhawk. A very strong mix of sport, slash and social game titles.

To control the PLAYSTATION®3 the iconic PlayStation controller is back in the same form, but this time boasting revolutionary technology. Bluetooth allows up to seven controllers to connect to the system wirelessly, freeing the controller from the system.

Saxton explains what’s most different about the wireless controller, “The added freedom is useful because the controller is also motion-sensitive, detecting movement through six axes. For example, you’ll be able to steer an aeroplane by simply tilting your hands to the left or right. We often use the word ‘intuitive’ to describe features of technology; in this case, the word could not be more relevant.”

Central to PLAYSTATION®3 is the revolutionary new chip that powers the system – CELL. Co-developed with IBM and Toshiba, CELL is incredibly powerful, bringing supercomputer-like processing power to the home for the first time. Saxton says, “It’s incredible to think that one of the most powerful processors ever developed, a chip the size of a fingernail, will be key to driving such a massive shift in our entertainment experiences.”

The other great feature of the PLAYSTATION®3 console is its backward compatibility. You won’t have to toss your PS2 or PSOne® games out. You will still be able to play them, as well as CDs, DVDs and super audio CDs (SACDs).

Connectivity is a key strength of the PLAYSTATION®3. The 60GB model features all sorts of common ‘connection’ options including: Wi-Fi (IEEE 802.11b/g), USB, a Gigabit Ethernet Port, HDMI, Flash Memory readers

WHAT DOES BLU-RAY MEAN FOR PLAYSTATION®3?

Blu-ray is the next-generation storage and video format developed by Sony in partnership with a range of other electronic, computer and media manufacturers.

Where PS2 games were produced on traditional red-laser DVDs, PLAYSTATION®3 titles will be authored on Blu-ray discs. Currently, a Blu-ray disc holds up to five times what a traditional DVD can – or about 10 PlayStation®2 games. What this simply means is more can be fitted onto each PLAYSTATION®3 game disc: more game content, more graphic detail, more sound... more of anything and everything. The result? A richer, more interactive playing environment.

Blu-ray also supports high definition content, whether it’s a Hollywood blockbuster like *The Da Vinci Code* or something you’ve shot yourself on a HD Handycam.

WHICH ONE?

Both 60GB and 20GB PLAYSTATION®3 models use a graphic user interface modelled on the PSP® (PlayStation®Portable) known as XMB, can have their hard drives (because they are not proprietary) upgraded to a maximum storage capacity of 500GB and have a High Definition Multimedia Interface (HDMI) to link the console to a HDTV.

The 60GB model, though, has memory card slots (MemoryStick, SD, CompactFlash) and wireless internet connectivity.

LAUNCHING IN AUSTRALIA MARCH 2007

and Bluetooth. One of the more exciting connections is the ability for the PSP® (PlayStation®Portable) and PLAYSTATION®3 to interoperate. A great example of this feature has been demonstrated with the Formula One game. Using wireless (IEEE 802.11b/g) the PLAYSTATION®3 can stream video content to the PSP and the user can use their PSP as a mobile rear vision mirror while they steer the PLAYSTATION®3 version of the game around the track.

Two models will be available: a 60GB console, which will sell for \$999, and a 20GB one, for \$829.



Capture your memories

We help you choose the right Handycam for your needs.



Sony now has a Handycam for everyone, from professional film makers to home movie enthusiasts. If you're planning to buy a Handycam you need to work out what media type suits you best.

Making the move to High Definition

One of the first decisions you'll have to make is whether you want a high definition (HD) Handycam. Sony now has a range of HD camcorders that record to either DVD, Hard Disk Drive or Tape.

High definition is all about image quality. An HD Handycam records images in much higher resolution capturing fine details that a standard camcorder will simply miss. HD footage can have

more than four times the detail of regular video, in fact, the picture is so clear it's almost like it's happening outside your window.

The new Sony HD Handycam HDRSR1 allows you to record your memories to a 30GB built in hard drive (for long recording) and has easy connectivity to a PC for editing. The HDRUX1 records to a standard 8cm DVD disc for simple playback in new Blu-ray drives or PLAYSTATION®3. This means there is no need for computer editing. It also means your memories will be in the best possible format for the high definition future. You do still, however, have the choice to edit your HDRUX1 recordings on a computer.

These new HD camcorders use a video recording format called AVCHD (advanced video codec high definition) to store the HD video on non-linear media such as DVD disc or hard drive. It's a highly efficient compression technology, so you can save on memory, effectively getting more bang for your buck.

Blu-ray players, like Sony's upcoming PLAYSTATION®3 will provide an instant playback mechanism for AVCHD discs. The soon to be released Sony Blu-ray players will enable direct playback of your HD movie or alternatively, these small compact HD models will also allow direct connection to your TV with HDMI or component cables.



Choosing the right media for you

The type of recording medium you want will depend on how you plan to use the material. If you don't have time to edit your movies into a masterpiece and want to simply record, play back and share your memories with family and friends – then DVD is the way to go.

Do you need long recording time for the events that go for hours and hours? Then the Hard Disk Drive Handycam is a good option. Or do you just want to capture your precious memories in the finest detail? High definition on any format is available too.

To help you find the perfect model, jump online and check out Sony's Handycams at sony.com.au. Here's the lowdown on the two major formats:



DCRDVD805

DVD

What's it got to offer?

The DVD Handycam range stores video on 8cm DVD discs, which can store between 20 minutes and 120 minutes of video, depending on the recording quality selected and if double sided discs are used. You can buy either write once (DVD-R) or rewritable (DVD+RW/-RW) discs. Rewritable discs can be written on roughly 1000 times.

Who does it suit?

The beauty of DVD is that you can take your recorded video straight out of your Handycam and play back on any DVD player, even your PlayStation®2 console – no PC-based editing is required. This makes it a great choice for people who simply don't have the time to transfer the video to a PC and edit it. If you just want to record and share the footage with friends and family this is the optimum choice. Shoot, eject, play – simple! DVD also gives you the choice to do a simple edit in camera with -RW discs. Most people have a DVD player, making it the ideal medium for sharing your video memories.



DCRSR80

Hard disk drive (HDD)

What's it got to offer?

This recording method will store your footage on a fixed hard disk drive inside the Handycam. This provides the camera with an extraordinary recording time. For example, the DCRSR80 Handycam (pictured above), has a 60GB hard disk which can record up to a massive 40 hours of record time before you have to copy the video from the hard disk to a PC.

Who does it suit?

If you want to go out and film all day long, this is the way to go.

The HDD Handycam also has a great capacity for fast transfers to PCs for editing and backup and it gives you fine control over quality and capacity balance too. Practically, it means you don't have to cart around spare media with you when you are out and about or travelling.

You'll need a computer for editing and transferring video to a final media such as DVD. Unlike DVD Handycam, you can't just take the hard disk out and put in another. On the flip side, you will get hour after hour of recording time for events that require recording stamina.



EASY BUY GUIDE

DVD

Pros: Portable, very affordable, readily available, can be easily shared with friends and family. Flexible recording options

Great for: People who don't have the time or desire to edit on a PC. You can use recorded video as is, taking the DVD out of the Handycam and playing it on a regular DVD player

HDD

Pros: Hour after hour of recording time, no need to carry media around

Great for: PC-savvy people, recording events which require long recording time such as sports matches or long vacations

High Definition

Pros: Captures every detail with stunning picture clarity comparable to real life images. Ensures your memories will be ready for the HD future (which is where technology is headed)

Great for: People who want the very best quality video images, amateur film makers and enthusiasts



HDRSR1



Chill out

Relax over the summer with these fantastic entertainment options from Sony BMG Music and Sony Pictures. There's something for everyone.



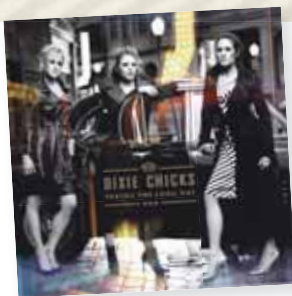
Evanescence – The Open Door

The inherent drama in Evanescence's music has resonated with listeners everywhere.



Pink – I'm Not Dead Yet

World, you've been warned: the infamous Alecia Moore is back again and this time she's better than ever.



Dixie Chicks – Taking The Long Way

With *Taking the Long Way*, one of the most anticipated albums in recent years, the Dixie Chicks are putting themselves out there like never before.



Tony Bennett – 'Duets' An American Classic

To mark his 80th Birthday this year, Tony Bennett will release a new recording, *Tony Bennett: 'Duets' An American Classic*.



Justin Timberlake – FutureSex/LoveSounds

Future Sex/ Love Sounds is the follow up album to Justin's debut solo album *Justified* which has sold in excess of 200,000 copies in Australia alone.



Click

Big laughs are just a click away in this smash-hit comedy starring Adam Sandler that asks the question, "What if you had a remote control that not only gave you power over machines, but your life and career as well?"



Seinfeld: The Complete Seventh Season

An Emmy® and Golden Globe® award-winner for Best Comedy Series, *Seinfeld* is one of the most popular and longest-running comedy series of all time. A classic DVD.



The Da Vinci Code – Double Disc

Now you can experience *The Da Vinci Code* movie like never before, with this all-new extended edition available only on DVD. For the serious Dan Brown fan.



Monty Python and the Holy Grail

The hilarious Monty Python gang take on the legend of King Arthur and the Knights of the Round Table in this hysterical, historical tour-de-farce.



Runaway Vacation

Robin Williams takes comedy into high gear in this hilarious hit from the director of *Get Shorty* and *Men In Black*. Buckle up for a ride that promises all the big fun you're family is looking for.

SONY BMG
MUSIC ENTERTAINMENT

SONY PICTURES
HOME ENTERTAINMENT



Camp Holiday

Sony Foundation Australia has set up Children's Holiday Camps to give parents of developmentally delayed children some respite.

The first Children's Holiday Camp was held at St Ignatius' College, Riverview NSW in 1998. Since its success, the Camps have been adopted by other high schools around the country willing to help the disadvantaged members of the community and broaden their social responsibility.

Host schools now include St. Joseph's College and Tamworth Anglican College in NSW; Marist College Ashgrove and Anglican Church Grammar School in QLD; Hale School and Christ Church Grammar School in WA; Kormilda College in NT and Launceston Church Grammar School in TAS. While these schools play host to each Camp, they also encourage involvement from students at neighbouring schools, helping to make the event a community affair. In 2005, the Camps expanded across Australia to include schools in Darwin and Perth with more schools across Australia planning to join next year.

The Sony Foundation Australia Children's Holiday Camps give high school students the opportunity to take time out from their school holidays to care for a developmentally delayed child over a weekend. This provides much-needed respite for parents and daily care-givers as well as an educational and inspiring experience for the children and students. High school students experience

the everyday challenges and demands involved in caring for a developmentally delayed child whilst all the children partake in a fun-filled weekend.

Camp activities include theme park excursions, horse riding, swimming, arts and craft, talent shows, magic shows and picnics. These activities give both the children and their teenage carers a unique experience beyond their normal routine.

Early in the year, Sony Pictures Releasing partnered with the Sony Foundation Australia to raise funds for the Children's Holiday Camps Program across the country. Moviegoers were given the opportunity to see, at over 100 cinemas nationwide, special advance screenings of *Zathura: A Space Adventure* for the reduced price of \$7 per ticket. Sony Pictures Releasing Managing Director, Ross Entwistle expressed his appreciation to the public for embracing the movie and in turn raising vital funds for such a worthy initiative, "It's our pleasure at Sony Pictures to support these magnificent Camps, and an even greater pleasure to witness the dedication and compassion that the young carers display for kids who are less fortunate."

The funds raised from the movie screening will further assist the national expansion of the Sony Foundation Children's Holiday Camps Program.



SONY AUSTRALIA PRIVACY STATEMENT

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